

THE NEXT LEVEL DIFFERENCE

Simply put: it's unwavering execution—Next Level results

The Next Level delivers performance consulting to sales organizations, client service organizations, and call centers. We focus relentlessly on boosting the key metrics that matter most to your business.

Example project goals include:

- Increase sales and profitability
- Transition a service organization to a sales organization
- Improve coaching, accountability, and follow up skills of leadership team and sales and service managers
- Transfer best practices to everyone on the team
- Increase business with existing customers
- Improve employee morale and retention
- Improve productivity per salesperson
- Shorten the sales cycle
- Improve conversion rate over phone or face-to-face

Each of these initiatives is achieved through a customized program based around company, industry and cross-industry relevant best practices.

Contact us today to learn how to take your performance to The Next Level.

CLIENT

Matrix, a division of L'Oreal USA

New York, NY

PROJECT FOCUS

To provide Distributor Sales Consultants (DSC) and Store Managers, who represent the Matrix brand, with a process that shifts their sales focus from short term order taking to long term business development.

OVERVIEW

Matrix, a brand in the professional products division of L'Oreal USA, is the largest manufacturer of professional beauty products and is sold to beauty salons through a third party distribution network via sales consultants and professional beauty supply stores. Together, these sales consultants and store managers represent a combined sales force of over 3,000 individuals who also sell products from other manufacturers. Research at the salon level showed salon owners needed help to launch new products and services and to strategically plan and grow their business. Matrix also wanted to ensure that DSCs and Store Managers could present the entire Matrix product portfolio and they were confident in approaching new salons and addressing new business in existing accounts. Due to the scope of this project, the program has become a long term strategic objectives for Matrix.

OBJECTIVES

To meet these goals, Matrix Sales University (MSU) was created. Phase one of the program, Expertise for Growth, is complete, where over 2800 DSCs and Store Managers have completed the program. The focus in year one was to address the core sales skill building of the entire team in three stages. First, through the Matrix Sales University website, pre-course work was completed by every attendee. Then, they attended a local training session which was followed by a road check where each attendee was observed and evaluated on how they used the skills from the training during live salon sales calls. The Matrix sales, education and marketing teams have all received the training along with customized coaching on how to integrate MSU into the Matrix sell-in materials and monthly sales meetings. This reinforces the training materials each month and takes the program from sales training to sales application. Vision for Growth and Leadership for Growth, the next two phases of Matrix Sales University will be delivered through a similar process. Vision for Growth will be delivered to the DSC team in conjunction with Matrix Destination in 2008. Matrix Destination is a professional industry event attended by over 6000 salon professionals.

RESULTS

The effects of the training have been immediate, with some very significant results:

- 40% sales increase, month to month on a new product launch
- 100% sell-thru of Sunsorials promotional program vs. 60% in prior year
- Increased focus and loyalty on the Matrix business
- Heightened customer service with a better ability to identify customer's needs
- Confidence in handling objections and speaking to the Matrix product portfolio

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